

## Job Title: Digital Communications Administrator

Department: City Manager

Immediate

Supervisor: Communications Manager

Origination Date:	02/12/2014
Revision Date:	
Job Grade:	605
FLSA Status:	Exempt

### **BRIEF DESCRIPTION OF THE JOB:**

The Digital Communications Administrator will be responsible for all aspects of the organization's online presence. In addition to writing, editing, designing, maintaining, updating, and managing the city's digital media, this position will work closely with the technical team to maintain site standards with regard to new development. Ensures digital media promote a positive image of the city and are aesthetically pleasing, functional, interactive, and easily navigable. Takes a leadership role in generating new and exciting digital content, promotions and campaigns for all city departments. Ensures that all documents and content meet established standards. Digital media includes, but not limited to; websites, social media, apps, etc.

### **ESSENTIAL FUNCTIONS:**

*This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.*

Physical Strength Code		ESSENTIAL FUNCTIONS
1	S	Works with the Communications Division on proactive publicity, promotions, and campaigns designed to increase awareness of the city and develop a positive image of the city through the online technologies.
2	S	Proactively works with city staff to develop continuously evolving digital content.
3	S	Serves as primary advisor, writer, and editor for all web content developed for, with and by departments. Makes recommendations regarding design issues, upgrades, and security relating to Internet and Intranet sites.
4	S	Trains end users and staff on the use of publishing tools and automation that will help them support their department or division in providing service to citizens. Develops and implements training programs, seminars, and tip sheets to assist staff in the use of the city's digital media.
5	S	Monitors web use and provides relevant statistical data and reports regarding utilization of the city's digital media, making recommendations for enhancements that will increase access and traffic.
6	S	Ensures that all documents meet established content standards and works with the Web Developer to assess any technical challenges in displaying the content.
7	S	Ensures that all Internet and Intranet standards are met. Adheres to appropriate security procedures to safeguard the city infrastructure from physical harm, viruses, unauthorized users and potential data loss.

## City of Goodyear, Arizona

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Physical Strength Code		ESSENTIAL FUNCTIONS
8	S	Coordinates with and follows the policies of the Information and Technology Services Department to develop and monitor appropriate security features to safeguard city infrastructure and maintain and administer all legal Internet domains owned by the city.
9	S	Develops project schedules, prioritizes tasks, and meets project schedule requirements.
10	S	Receives, responds to and evaluates feasibility of implementing public and employee feedback regarding the city digital media that may improve its utility or appearance.
11	S	Executes the fulfillment of annual digital media-related goals and objectives developed by the Communications Division. Works collaboratively among all members of the Communications Division to support the division and market the city as a whole.
12	S	Collaborates with city employees and external communication partners to plan and execute creative approaches to digital communication needs through the production of ads, themes, collateral and promotional items.
13	S	Ensures all online content meets local, state, and federal guidelines.
14	S	Acts as backup to other positions in the Communications Division as necessary.

### **JOB REQUIREMENTS:**

<b>JOB REQUIREMENTS</b>
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JOB REQUIREMENTS	
Formal Education / Knowledge	Work requires knowledge of a specific vocational, administrative, or technical nature which may be obtained with a two year associate's degree, diploma or equivalent from a college, technical, business, vocational, or correspondence school. Appropriate certification may be awarded upon satisfactory completion of advanced study or training.
Experience	Minimum three year's experience in a related field.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read general correspondence, memorandums, reports, and letters at a college level.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication, and division.
Writing	Work requires the ability to write articles for publication, correspondence, memorandums, and reports at a college level.
Managerial	Job has no responsibility for the direction or supervision of others but may provide advice/direction to an employee with less experience/skill or tenure.
Policy / Decision Making	Moderate - The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Projects and daily work are managed with little oversight; however special assignments and significant work products may be reviewed upon completion. Typically positions in this category are supervisor to mid-management jobs.
Budget Responsibility	Has no budgetary responsibility.
Technical Skills	Broad Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal / Human Relations Skills	High - In addition to the sharing of information, interactions at this level may also include providing advice to others outside direct reporting relationships on specific problems or general policies/procedures. In many of the interactions, contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.

# City of Goodyear, Arizona

## Physical Demands

### Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Making presentations <input type="checkbox"/> Observing work site <input type="checkbox"/> Observing work duties <input checked="" type="checkbox"/> Communicating with co-workers
Fine Dexterity	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Computer keyboard <input checked="" type="checkbox"/> Telephone keypad <input type="checkbox"/> Calculator <input type="checkbox"/> Calibrating equipment
Walking	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> To other departments/offices <input type="checkbox"/> Around work site
Lifting	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Supplies <input type="checkbox"/> Equipment <input checked="" type="checkbox"/> Files
Carrying	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Supplies <input type="checkbox"/> Equipment <input checked="" type="checkbox"/> Files
Sitting	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Desk work <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Driving
Reaching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> For supplies <input checked="" type="checkbox"/> For files
Handling	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Paperwork <input type="checkbox"/> Monies
Kneeling	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input type="checkbox"/> Retrieving items from lower shelves/ground
Crawling	<input checked="" type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Under equipment <input type="checkbox"/> Inside attics/pipes/ditches
Other		(Explain)

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Pushing/Pulling	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> File drawers <input type="checkbox"/> Equipment <input type="checkbox"/> Tables and chairs <input type="checkbox"/> Hoses
Climbing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Stairs <input type="checkbox"/> Ladders <input type="checkbox"/> Step stools <input type="checkbox"/> Onto equipment
Vision	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Reading <input checked="" type="checkbox"/> Computer screen <input checked="" type="checkbox"/> Driving <input type="checkbox"/> Observing work site
Foot Controls	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Driving <input type="checkbox"/> Operating heavy equipment <input type="checkbox"/> Operating Dictaphone
Balancing	<input checked="" type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> On ladders <input type="checkbox"/> On equipment <input type="checkbox"/> On step stools
Bending	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input type="checkbox"/> Retrieving items from lower shelves/ground <input type="checkbox"/> Making repairs
Crouching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input type="checkbox"/> Retrieving items from lower shelves/ground
Hearing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public <input type="checkbox"/> Listening to equipment
Twisting	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> From computer to telephone <input type="checkbox"/> Getting inside vehicle
Talking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via telephone/radio, to co-workers/public

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## Physical Demands (continued)

### Machines, Tools, Equipment and Work Aids:

Copier, fax, telephone, calculator, vehicle.

### Computer Equipment and Software:

PC, printer, scanner, Microsoft Office Suite, Adobe Creative Suite, Web Editing Software, Microsoft SharePoint

### Environmental Factors:

Environmental Conditions	Never	Seasonally	Several Times Per Month	Several Times Per Week	Daily
Extreme temperature (heat, cold, extreme temp. changes from outside work)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respiratory hazards (fumes, gases, chemicals, dust and dirt)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise and vibration (sufficient to cause hearing loss)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical hazards (high voltage, dangerous machinery, aggressive prisoners, patients – <u>not</u> customers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Health and Safety Conditions:

Health and Safety Conditions	N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
	Never occurs	Less than 1 hour per week	1/3 or more of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
Mechanical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable diseases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical danger or abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Primary Work Location:

- ☒ Office Environment  
☐ Warehouse  
☐ Shop  
☐ Vehicle  
☐ Recreation Centers/Neighborhood Centers  
☐ Outdoors  
☐ Other (Specify)

### Protective Equipment Required:

N/A

# City of Goodyear, Arizona

## Job Demands

### Overall Strength Demands:

Overall Strength Demands	
<input checked="" type="checkbox"/> Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
<input type="checkbox"/> Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly <u>AND/OR</u> walking or standing to a significant degree.
<input type="checkbox"/> Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.
<input type="checkbox"/> Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.
<input type="checkbox"/> Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.

### Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Tasks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (Describe below.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## **EXPECTED BEHAVIOR:**

### **Staff – Expected Behavior**

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk – uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable – submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible
- Support the City's values and mission
- Let common sense prevail
- Be visionary – anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

# City of Goodyear, Arizona

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## **SIGNATURES—REVIEW AND COMMENT:**

I have reviewed this job analysis and its attachments and find it to be an accurate description of the demands of this job.

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Signature of Employee

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Date

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Job Title of Supervisor

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Signature of Supervisor

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Date

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Job Title of Department Director

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Signature of Department Director

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Date

**Comments:** \_\_\_\_\_

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The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.